Saskatchewan
Agriculture
and Food

Final Report

Agriculture Research Branch
Saskatchewan Agriculture and Food

QUALITY STARTS HERE/NATIONAL ID TRAIN THE TRAINER WORKSHOP

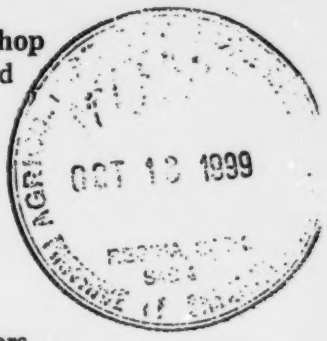
19990020

Prepared by: Quality Starts Here Working Group

9900000020

101-00911/

Quality Starts Here √/National ID "Train the Trainer" Workshop
Finale Report for Technology Adoption and Demonstration Fund
October 15, 1999
Submitted by: Kathy Martin
On behalf of the
Saskatchewan *Quality Starts Here* √Working Group



Summary

A workshop was held in Saskatoon, October 4, to train key livestock producers, veterinarians and industry personnel as spokespersons for the *Quality Starts Here* √ (QSH) and the *Canadian Cattle Identification* Programs. Those in attendance heard an update on the status of Canadian beef quality, the origin of identified carcass quality non-conformities and possible management corrections and the status of the soon to be implemented national identification (NID) program.

The success of these initiatives rests with the ability to communicate these messages to all cattle producers. A need was expressed to have a broader network of producers and veterinarians that can deliver these messages on the grassroots level. The project started with an objective of having 12 individuals who could be called upon to speak at producers meetings across the province. Interest in the project grew resulting in 33 producers and veterinarians and 18 individuals from industry participating in the one-day workshop. Twenty producers and veterinarians agreed to become spokespersons for the programs. The workshop has resulted in further interest by producers to train more producers in their own area.

Technical Report

Thirty three producers and veterinarians were invited from throughout the province as well as industry personnel representing Veterinary Infectious Disease Organization, Western Beef Development Centre, Western Canadian Beef Packers, Saskatchewan Veterinary Medical Association, U of S Department of Animal Science and Western College of Veterinary Medicine, Saskatchewan Wheat Pool Livestock Committee, Saskatchewan Stock Growers Association, Saskatchewan Cattle Feeders Association and SAF Livestock Agrologists . Fifty participants attended including 16 producers and 14 veterinarians. Twenty producers and veterinarians agreed to become spokespersons.

Participants were given presentations providing the background, rationale and update on the QSH and NID programs. Question periods followed each presentation.

We have increased the network of QSH/NID speakers around the province. Further interest in the programs has been generated with an increase in the distribution of Good Production Practice binders. More specifically, one producer is recruiting other producers to become speakers in the northeast region.

This project is another step forward in the beef industry's mission to have Canadian beef recognized as the highest quality and safest both domestically and internationally.

Personnel

Carl Block, Past Chair of the Canadian Cattlemen's Quality Starts Here committee, welcomed the participants and outlined the importance of these programs. Mr. Block's time and expenses were an in-kind contribution.

Dr. Joyce Van Donkersgoed, a consulting beef veterinarian and researcher working with the livestock industry in quality assurance, gave the background of the beef quality audits and the management practices producers need to incorporate to produce a safe and quality product. Preparation and workshop time were an in-kind contribution of the Canadian Cattlemen's Association.

Julie Stitt, General Manager of the Canadian Cattle Identification Agency, provided background, rationale and training for the national beef identification traceback program for animal health and food safety. Preparation and workshop time were an in-kind contribution of the Canadian Cattle Identification Agency.

Patricia Katz, a speaking and training consultant, wrapped up the workshop. Pat listened intently to the presentations throughout the day. As an urban consumer and unfamiliar with cattle and beef production, she was able to incorporate the perspective of the general public as they may react to some of the information that was shared. She gave the participants an insight from a consumer on the importance of these programs. She provided important tips on how to give an effective presentation.

Sharron Johannesen, Executive Director, Saskatchewan Cattle Feeders Association, estimated 40 hours in-kind.

Pam Mitchel, Executive Director, Saskatchewan Stock Growers Association, estimated 20 hours in-kind.

Kathy Martin, Livestock Development Specialist, Saskatchewan Agriculture and Food, estimated 60 hours in-kind.

Terry Grajczyk, On-Farm Quality Assurance Specialist, Saskatchewan Agriculture and Food, estimated 30 hours in-kind.

Project Developed Materials

- Presentation hand-outs
- Powerpoint and slide presentations for the use by speakers are being developed.

Canadian Cattlemen's

Quality Starts Here ✓

Saskatchewan Working Group

AGENDA – Quality Starts Here✓ and National ID Workshop
October 4, 1999

Saskatoon Auction Mart Complex
6 km northwest of Saskatoon on highway #16

8:30 a.m.	Carl Block Why is this important - words from the industry
8:40 a.m.	Beef *Quality Starts Here* ✓ update - Joyce Van Donkersgoed • beef quality audits – what do we know and what needs to be done? • target areas - injection sites, off label use, condemnations • management tips • experience in talking to producers (insights) • common questions and answers
12:00 noon	lunch
1:00 p.m.	National Beef Identification Program - Julie Stitt • reasons why we are doing this • what producers need to know • what image do we want to leave producers with • experience talking to producers (insights) • common questions and answers
3:00 p.m.	Tips on Making Presentations - Pat Katz
4:00 p.m.	Adjourn

This day was made possible through the following sponsors:

Elanco Provel **Hoechst Roussel Vet** **Saskatoon Auction Mart** **Sask Beef Development Fund**

AIMS
Agriculture Institute of Management in Saskatchewan Inc.

SAF
SASKATCHEWAN AGRICULTURE AND FOOD

Canadian Cattle Identification Agency
#215, 6715 – 8th St. NE, Calgary AB T2E 7H7
Tel: (403) 275-8558; Fax: (403) 275-1668

CCIA Designated Speakers Program

Name:

Phone number:

Mailing address:

Fax number and
e-mail (if avail.)

My connection/interest in the cattle industry is: (please describe)

☐ ***Yes! I am interested in becoming a CCIA Designated Speaker and am willing to give presentations to cattle producers and other beef industry participants in my area.***

Thank you! CCIA will be in touch!

Cindy McCreath
CCIA Communications Co-ordinator

Name	Address	Phone	Vet/ producer/industry	
Dr. Sean Davidson	Southwest Animal Health Centre, Box 1650, Swift Current S9H 3W5	677-2331	Vet	
Dr. Doug Mann	Southwest Animal Health Centre, Box 1650, Swift Current S9H 3W5	677-2331	Vet	
Dr. Ted Dupmeier (Lee Sinclair)	Box 575 Swift Current S9H 3W4	778-9131	Vet	
Dr. Chandler	Neilburg Veterinary Clinic Box 339 Neilburg S0M 2C0	823-4251	Vet	
Dr. Carmen Millham	Animal Management Services Box 1238, Yorkton S3N 2X3	782-6620	Vet	
Dr. Gerald Ferguson	Box 1424, North Battleford S9A 3M1	445-7032	Producer/vet	
Dr. Kelly Lightfoot	Assiniboia Veterinary Clinic Box 1386, Assiniboia S0H 0B0	642-4447	Vet	
Dr. Marshal McFarlane	Carnduff Veterinary Clinic Box 308, Carnduff S0C 0T0	482-3678	Vet	
Dr. Earl Davies	Mohawk Animal Clinic Ltd. Box 1508, 106 Broadway St South, Melfort S0E 1A0	752-2133	Vet	
Dr. Bob Lang	Leader Veterinary Clinic Box 27, Leader S0N 1H0	628-3679	Vet	
Dr. Dale Cochrane	Melville Veterinary Clinic Box 2048, Melville S0A 2P0	728-4456	Vet	
Ron Clark	Box 256, Haque S0K 1X0	225-4311	Vet	
*Curt Hagele	Sask. Vet Medical Assoc(SVMA) 104-112 Research Drive,Saskatoon, S7N 3R3		Vet	
Katia Pandolfo	Box 958, Oxbow S0C 2B0	489-2181	Producer	
Brian Ross	Box 207 Estevan S4A 2A3	634-4330	Producer	
Marsha Cannon	Box 98 Rush Lake, SK S0H 3S0	784-2865	Producer/meat inspector	
George Lidster	White Fox, SK S0J 3S0	276-2567	Producer	

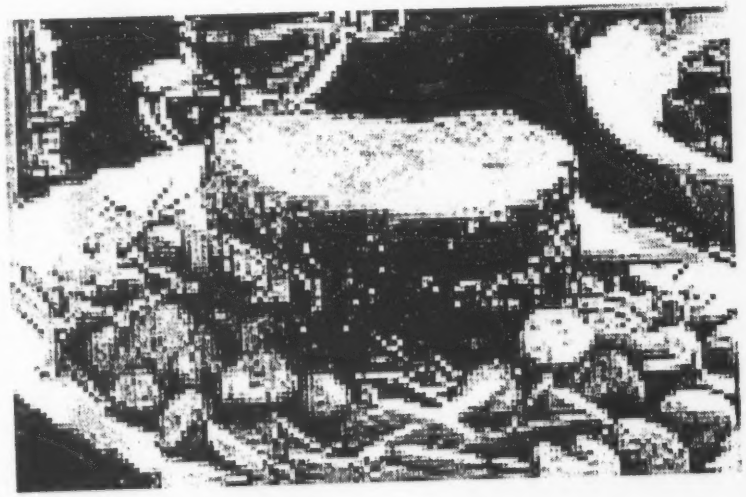
Duane Thompson	Box 285Kelliher S0A 1V0	675-4562	Producer, SSGA	
Alan Aurthur	Alida S0C 0B0	452-3977	Producer/former livestock Specialist	
Raymond Prefontaine	Box 32, Lisieux S0H 2R0	476-2706	Producer	
Louis/Karen Hebert	Box 40 FairlightS0G 1M0	739-2628	Producer	
Darlene Fisk	Kelso S0G 2M0	435-2055	Producer	
Sally McGillivary	Radville, S0C 2G0	869-2933	Producer	
Dr. Gary Hoium	Hoium Veterinary Services Box 626, Weyburn, S4H 2K7	842-7677	Vet	
Val Matschke-Muller	Box 124 Turtleford, S0M 24O	845-2861	Producer	
*Alex McIssac (SVMA)	Wawota Veterinary Services Box 116, Wawota S0G 5AO		Vet	
Shannon Ruzeski	Box 418, Star City S0E 1P0	863-2208	Working for Quadra	
Dan Birch	Box 1736, Battleford S0M 0E0	937-2097	Producer	
Mo Alain	Box 632, Hudson Bay	865-3266	Producer	
Jean Pogu	Box 277, Duck Lake, S0K 1J0	467-4903	Producer/ Feedlot	
Gail Carruthers	Box 93, Frenchman Butte S0M 0W0	344-4563	Producer	
Paul Himmelsbach	Goodsoil S0M 1A0	238-4408	Producer	
Gerald Britton	Aylsham S0E 0C0	862-4849	Producer	
Reg Scellengberg	Beechy S0L 0C0	859-4905	Producer	
Laurence McNabb	Box 1152, Nbattleford S9A 3K2	445-5412	Producer	
Dr. Colletee Neudorf	Warman Vet Clinic Box 988, Warman, S0K 4S0	232-4323	Vet	
Dr. Janice Sepatic	Meacham	376-4422	Vet	

Canadian Cattlemen - Quality Starts Here ✔ Program

- ✔ to improve the quality and consistency of Canadian beef
- ✔ to establish procedures at production and processing to ensure a safe and healthy food product
- ✔ to increase economic returns to all sectors of the beef industry

QSH Guiding Principals

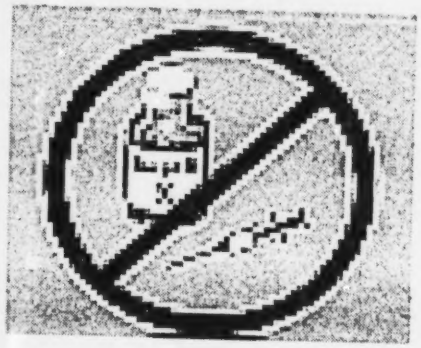
- ✔ We produce food, not cattle
- ✔ Product safety and quality are a shared responsibility from pasture to plate
- ✔ Quality Assurance Programs On-Farm will help the industry realize its objectives
- ✔ Canadian On-Farm Food Safety Program



QSH Education/Extension Materials

- ✔ Good Production Practices for Feedlots and Cow/Calf Producers
- ✔ ROP for Feedlot Animal Health
- ✔ **ROP for Feed Preparation (new)**
- ✔ Slide Binders, FACT Sheets, Scientific/Popular Press Articles, Stuffers
- ✔ Cattlemen (Ayerst), Calendars (ELANCO)
- ✔ ACFA BQA Binder
- ✔ Livestock Handling/Hauling Training Course
- ✔ CD-ROM (OCA)
- ✔ Videos (ACFA, Schering)

Working Groups



- ✔ Responsible Pharmaceutical Use Working Group
  - lobbying: e.g. clenbuterol (ventipulmin)
  - research: improved detection of beta agonists
  - antibiotic resistance
- ✔ Vet/Student Liaison Working Group
  - education on use of penicillin
- ✔ Irradiation Working Group
  - petition to Health Canada
- ✔ International HACCP Alliance
  - charter member
- ✔ **Water Quality Working Group (new)**

Research Projects

- ✔ Canadian Beef Quality Audit 1995-96
  - **repeat 1998-99** to monitor BQA initiatives (new)
- ✔ Tag Score Study
  - poor association between tag (mud on hide) and bacterial contamination on carcass
- ✔ Cull Cow Study
  - prevalence of VT, *E. coli* 0157:H7 and Salmonella in cattle at slaughter

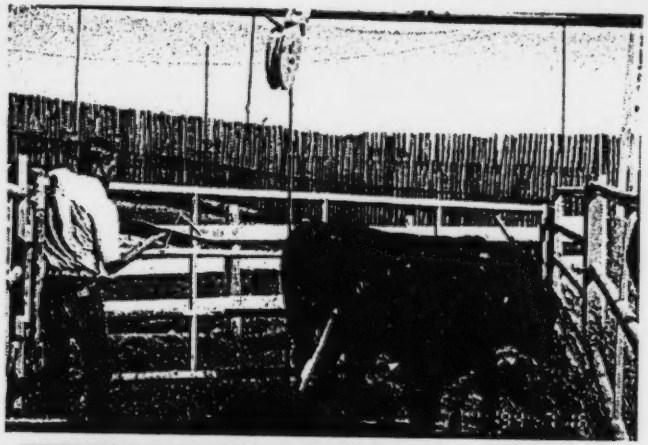
Research Projects

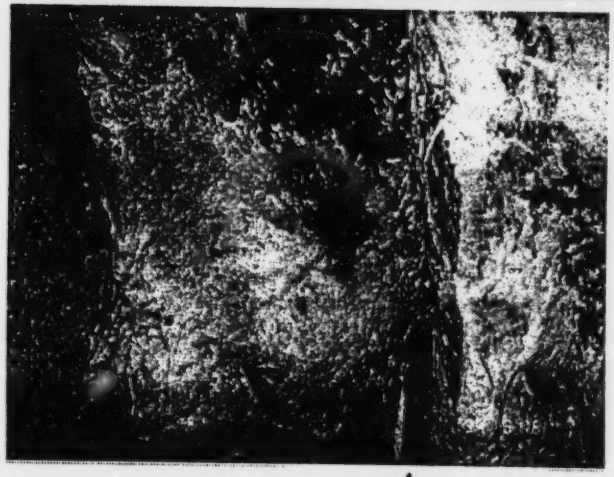
- ✔ Carcass Bruising Project
  - identified risk factors for bruising
- ✔ Literature Review on Bruising
- ✔ Livestock Safety Cushion
  - use in transport trucks to reduce bruising

Other Initiatives

- ✔ **Cold Chain Management (temperature control at fabrication, trucking, retail)**
- ✔ National ID -CCIA
- ✔ QSH Annual Workshop
- ✔ Provincial, Veterinary, and Pharmaceutical Industry Extension

Dart Gun Project





- ✔ effect of Medi-Dart Gun using LAOTC IM and Micotil SC on drug residues and lesions 28 days WD
- ✖ unacceptable drug residues at injection site
- ✖ unacceptable carcass damage
- ✖ avoid use of projectile apparatuses to treat cattle

Funding support: BIDF, CCA, XL, AAFRD, CFIA, Medi-Dart

Broken Needle Survey

- survey of needle types and metal detection in plants (packer, purveyor, retail)
  - 41% of processors have 1-12 complaints per year
- survey of bovine vets on types of needles sold to producers and their recommendations to reduce the risk of broken needles in beef

Processors recommendations:

- Alternate routes of injection (oral, PO...)
- producer education on proper injection site techniques
- identify and send "suspect" or euthanize
- metal detcctors on all fabrication lines

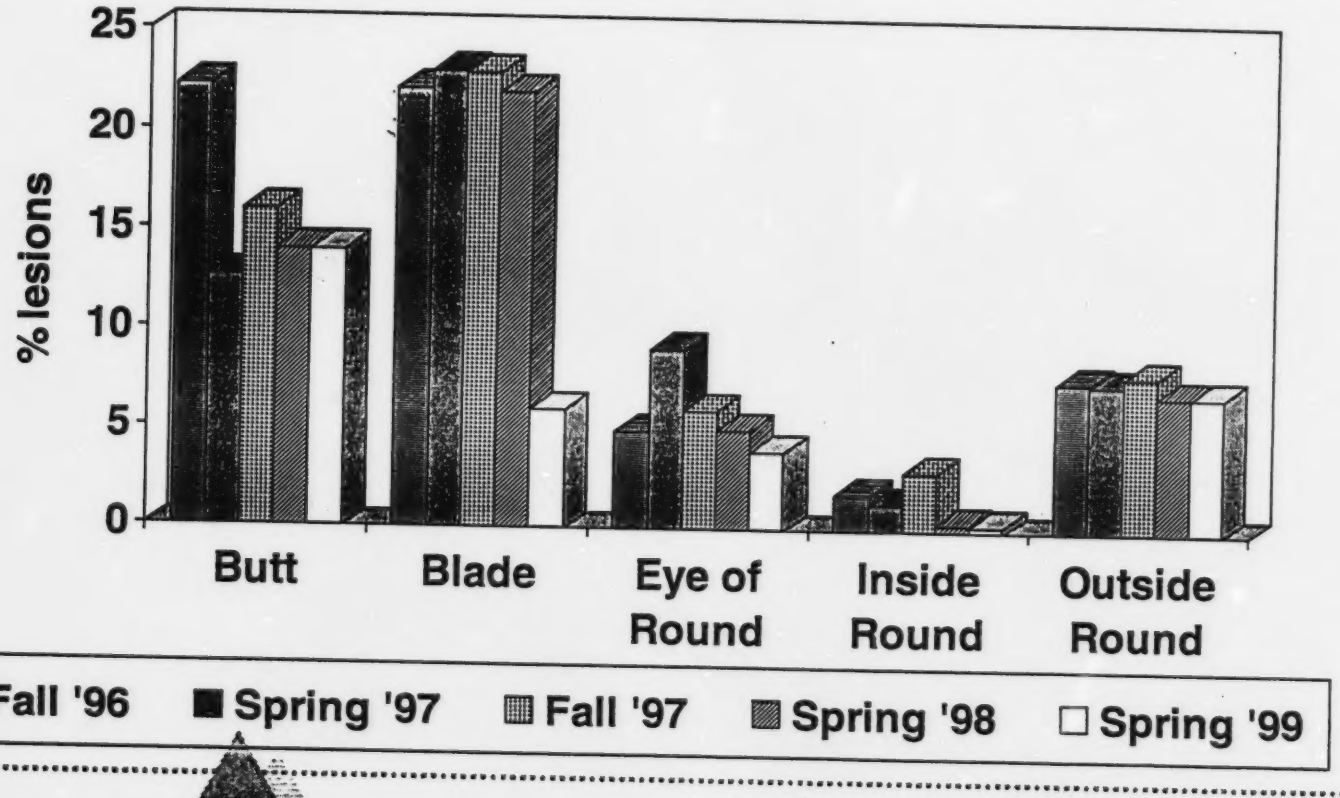
Vets recommendations

- proper animal restraint
- change needles frequently
- discard bent, dull, burred needles
- insert needle first, then attach syringe
- use needle-eze extensions or slap-shot tube
- use neck injections
- anger management course
- don't use poles or guns
- cull wild cattle
- use luer slip rather than lock syringes
- use SC where possible
- remove any broken pieces
- buy strong needles

Fed Injection Site Surveys

- ✔ Objective: To measure the prevalence of injection site lesions in subprimals from fed cattle
- ✔ Funding: BIDF, CCA, AAFRD
- ✔ Working Group: Van Donkersgoed, Dixon, Vanderkop, Cargill, XL Meats, Star Brand Packers, Edmonton Meats, Heritage Meats, Centennial Foods, Canada West Foods, Glenn Brand (BIC), Peter Doris (OCA), Joe Gariup (CCGD), Rob McNabb (CCA)

Prevalence of Injection Site Lesions - Fed Cattle

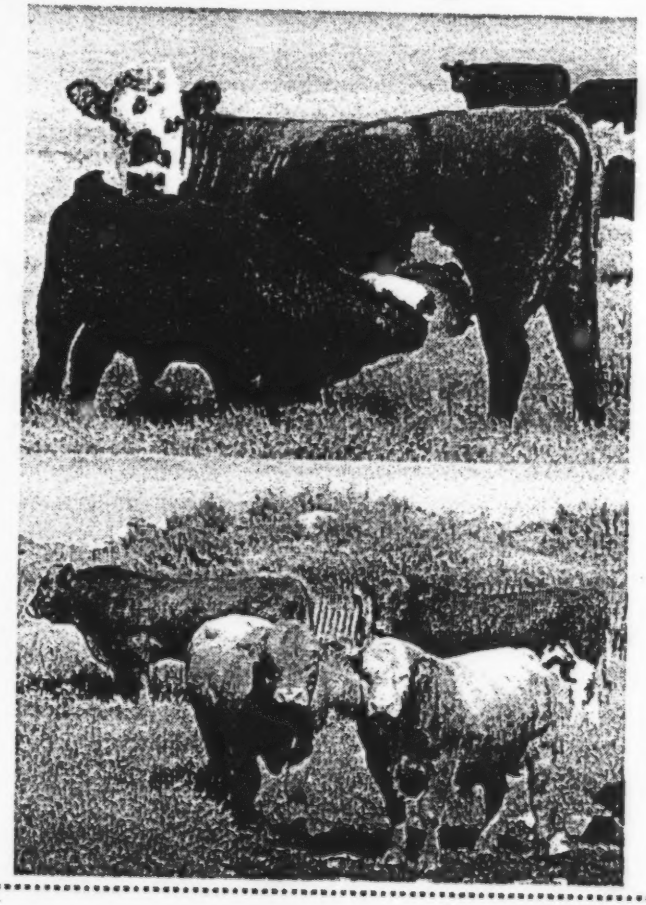


Economic Losses from Injection Site Lesions in Fed Cattle

- Fall '96: -$8.95/hd or $19 M
- Spring '97: -$8.05/hd or $17 M
- Fall '97: -$9.58/hd or $21 M
- Spring '98: -$7.15/hd or $19 M
- Spring '99: -$4.61/hd or $13 M

Non-Fed Injection Site Survey

- ✔ Objective: To measure the prevalence of injection site lesions in nonfed cattle (cull cows and bulls)
- ✔ Funding: BIDF, CCA, AAFRD
- ✔ Working Group: Van Donkersgoed, Dixon, Vanderkop (AHLB), Levinoff, MGI Packers, Hub Meat Packers

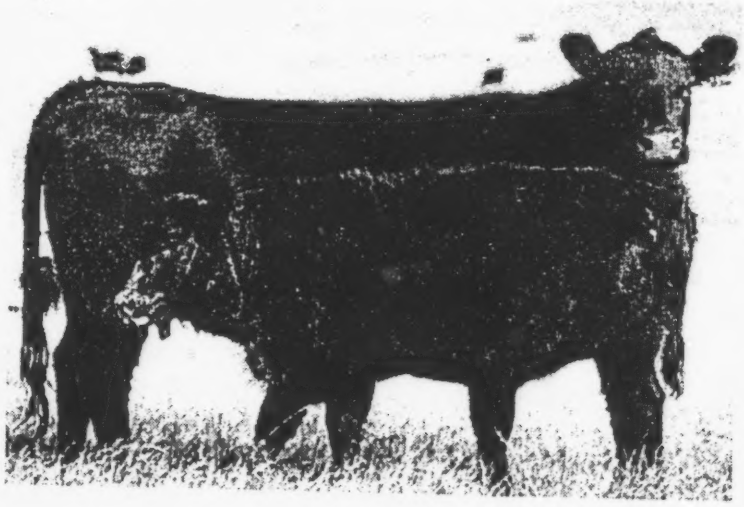


Prevalence of Injection Site Lesions in Non-fed Cattle

- Outside Rounds:
  - fall '97: 35%
  - spring '98: 33%
  - spring '99: 32%
- Economic loss
  - fall '97: $4.1M
  - spring '98: $2.3 M
  - spring '99: $5.5M

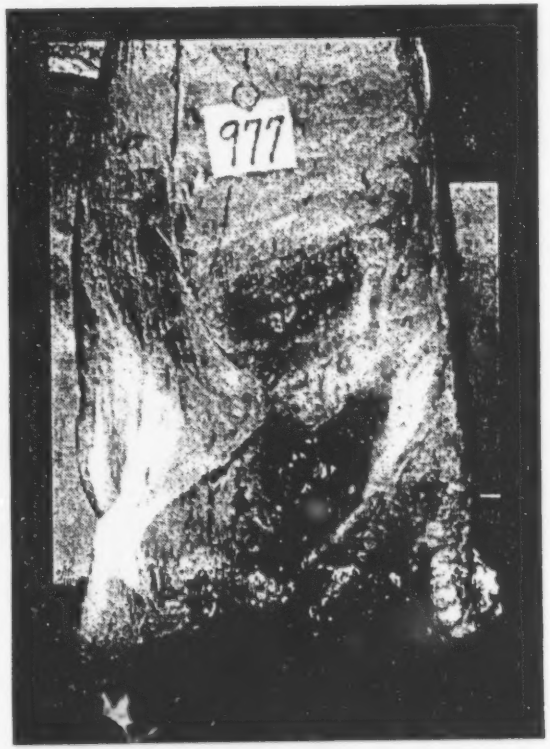
Cow/Calf Injection Site Study

- ✔ Objective: To determine the effect of animal health products given to beef calves on injection site lesions and meat toughness
- ✔ Funding: ACC, AAFRD, Ayerst, Bayer, Boehringer, CCA, Elanco, Mallinckrodt, MII, Pfizer, Schering, UpJohn
- ✔ Working Group: Van Donkersgoed, Aalhus, Dubeski, Dixon, Vanderkop, Starr, Bezan, Block, Duncan, Kuntz, Lauder, Thomson, Wilson, Yong



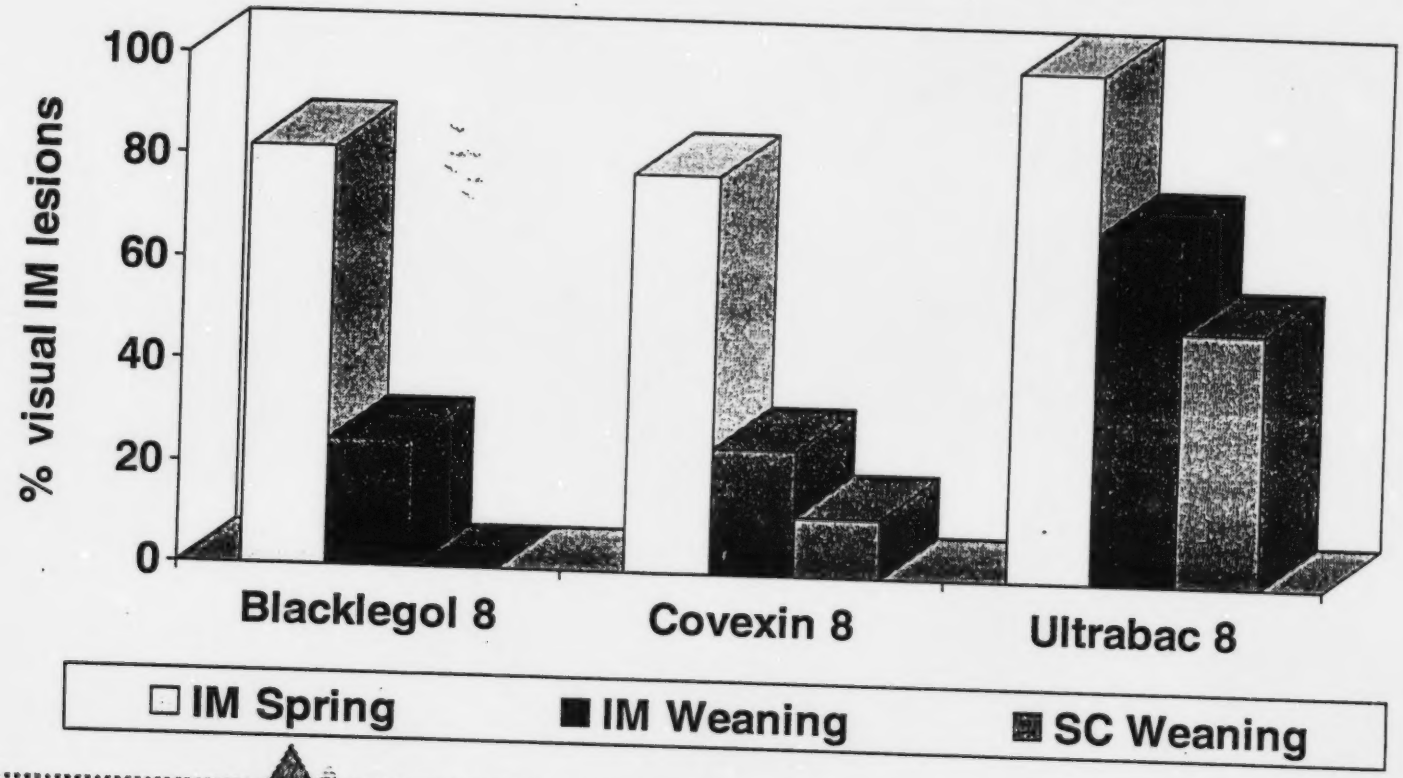
Injection site lesions

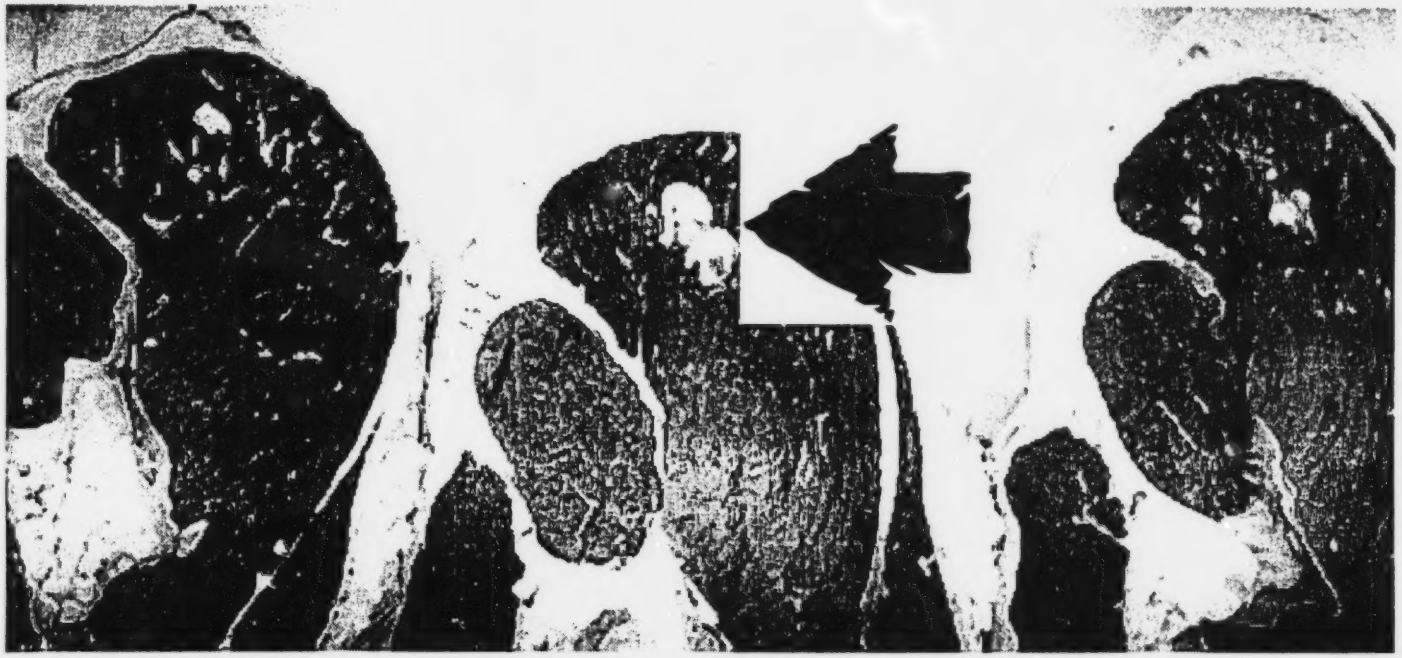
Dirty needle



Penicillin SC

8-way Clostridial Bacterins





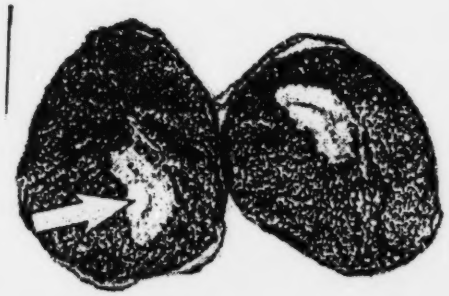
Clostridial bacterins given in the muscle cause scars
give all clostridial bacterins SC

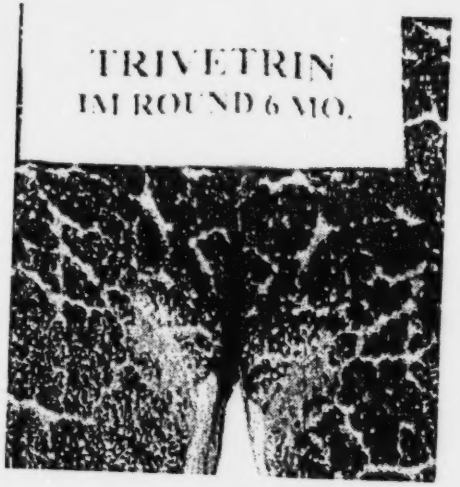
8-way Clostridial Bacterins - IM at Spring Processing - Thigh

	Blacklegol 8	Covexin 8	Ultrabac 8
# steaks affected	4	4	5
trim (g)	228	225	325
Loss	-$9.80	-$9.32	-$14.87

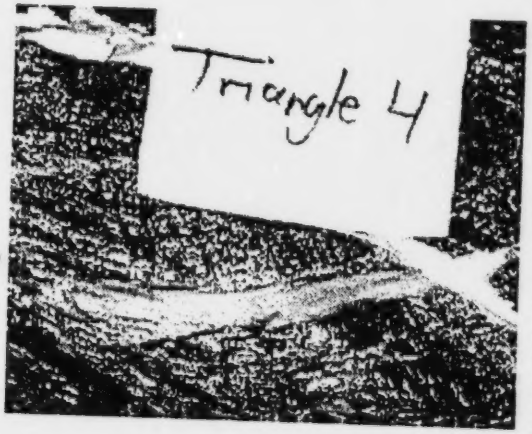
8 way Clostridial Bacterins - Shearing Tests (Toughness)

Distance from lesion (cm)	Blacklegol Control	Blacklegol Injected	Covexin Control	Covexin Injected	Ultrabac Control	Ultrabac Injected
0 cm	3.8^{a}	10.6^{d}	4.6^{a}	8.6^{c}	4.9^{a}	6.9^{b}
2.5 cm	4.2^{a}	6.1^{c}	4.7^{ab}	6.0^{c}	4.7^{ab}	5.4^{bc}
5 cm	4.4	4.5	4.5	4.3	4.4	4.3





Injection site scars can be produced by all animal health products (antibiotics, vaccines, vitamins….) given IM and some given SC

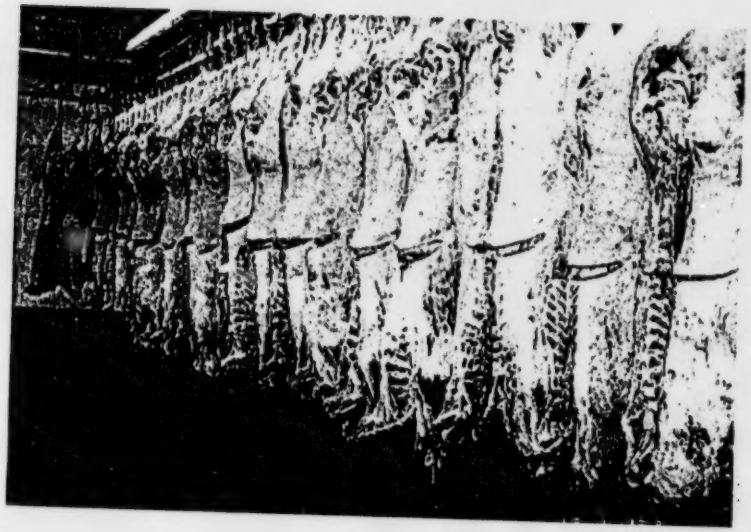


QSH Recommendations

- ✔ Use SC, pour-on, IV or oral products if efficacious for condition
- ✔ SC injections in neck or over rib
- ✔ IM injections in neck
- ✔ Maximum of 10 ml per site
- ✔ Restrain well
- ✔ Clean, sharp needles
- ✔ Avoid off-label use of animal health products

National Beef Quality Audit '99

- ✔ Repeated audit of '95-'96 to monitor progress in improving beef quality
- ✔ Very little change
  - ✖ losses $244 M
- ✔ Develop new education material and incentives to encourage improvement



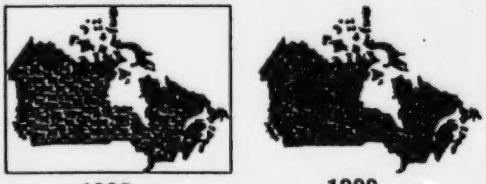
CCIA

Re-Identifying our Canadian Cattle Herd

Canadian Cattle Identification Initiative

1

Cattle ID - We Were Once There



2

Rationale

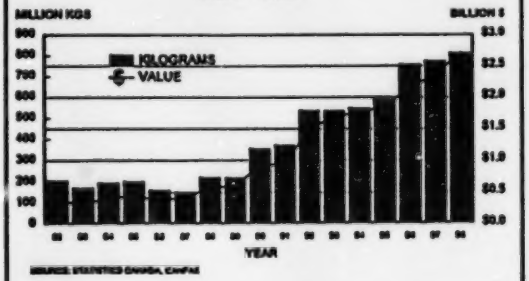
- ✓ Health and Safety
- ✓ We are export dependent
- ✓ Traceback is key to market access for live cattle, beef and genetics
- ✓ We must remain competitive

3

% BEEF PRODUCTION EXPORTED

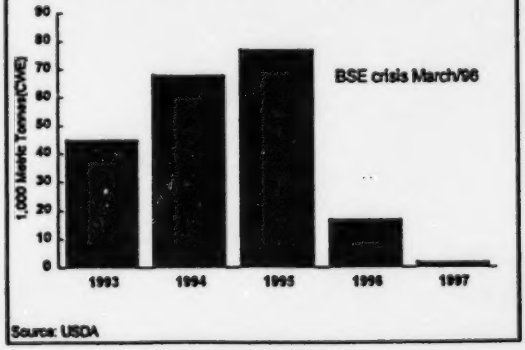
4

CANADIAN BEEF AND CATTLE EXPORTS
1982 - 1998



5

United Kingdom Beef and Veal Exports



6

7

Other Countries

Australia

Mexico

New Zealand

Canada Must Keep Pace!!!

Argentina

European Union

United States

8

The ID Authority

Section 64.(1)(y) of the Health of Animals Act provides for:

"Establishing and governing a national identification system for animals that provides for standards and means of identification"

9

Canadian Beef Strategy

Led... by the Beef Industry

Mandate:

To develop and implement a credible and reliable individual identification traceback system for beef cattle in Canada to help ensure food safety and to provide the basic tools for animal disease control

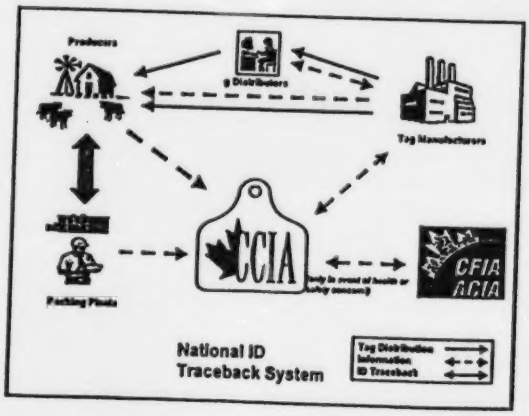
10

National Strategy

In partnership with the Canadian Food Inspection Agency

CCIA

11



12

Structure of the CCIA

- *Board of directors:*
  commercial, purebred, feedlot, auction mart, packing plants, veterinarians, dairy and Quebec
- *Ex officio:*
  government, United States
- *Committees:*
  technical, communications, import/export, auction mart

13

Principles & Commitments

- Practical - affordable
- Reliable & accurate
- Market neutral
- Flexible - trace forward, trace out and trace through
- International equivalence
- Compatible with dairy, Quebec, other countries

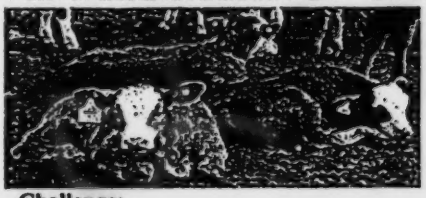
14

CCIA

- 95% Lifetime Retention
- Unique national logo
- Visual ID
- Automated ID
- Tamperproof
- Additional Options

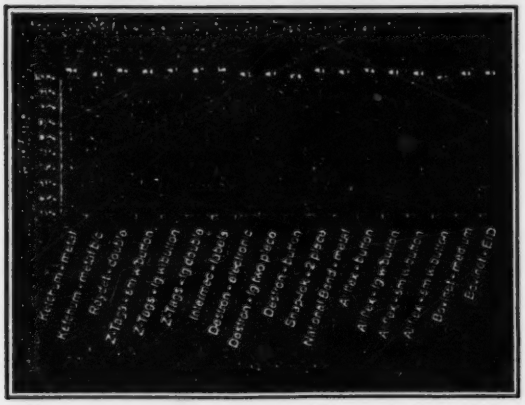
15

Tag Trials



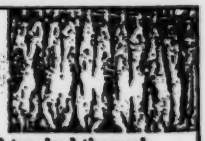
Challenge:
low-cost, reliable tag/ID technology that meets producer and packing plant requirements

16



17

In-plant Trials



- Animals tagged at feedlot and tracked through the packing plant to the point of meat inspection
- Resolving issues plant by plant - identifying most practical, cost-effective approach

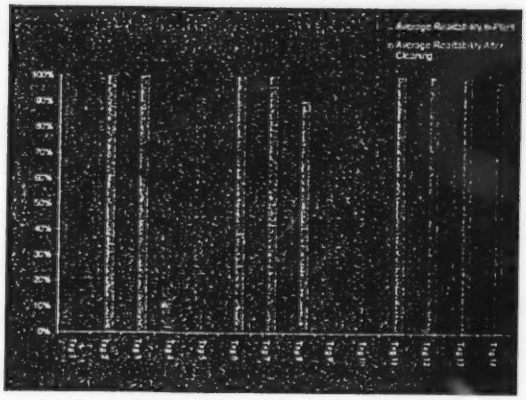
Challenge: transfer of individual live animal identification to the carcass in a fast-moving packing plant situation

18

Packing Plant Trials

- large scale trial
- working with plants across Canada
- final results late 1999

19



20

21

Tag Distributors

- many organizations show interest in participating
- suggested requirements circulated for comment
- brochure will be available identifying local distributors

22

Expert Committees

Auction Mart/Order Buyers/Dealers

- stress and handling
- enforcement
- lost and missing tags
- export animals

23

Expert Committees

Import/Export

- import/export feeders, breeding, slaughter cattle
- U.S. cattle imports
- reading export cattle ID

24

Funding $$$

- First-year development and start-up - beef industry development funds, private industry, federal and provincial governments
- Operational system - sales of tags, certification fee for service centres/distributors, additional industry services...

25

As a Producer, What Do I Need to Do?

✓Select a tagging option that best meets your management and marketing needs

✓Order and maintain a supply of tags and affix visual national ID tag as animals leave the farm

✓Position yourself to market a quality, competitive product for years to come

26

CCIA Linking the Industry

"Consumer Confidence"

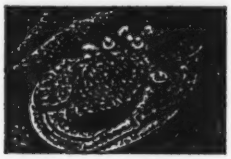
27

Next Steps...

- → Completion of trials
- → Cattle ID Issues
- → Information system
- → Funding
- → Communication
- → System implementation

28

We Produce Cattle AND We Produce Food!!

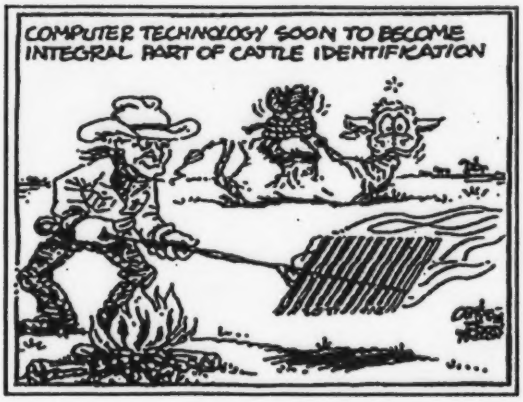


For more information please contact:

CCIA

- Phone toll free 1-877-909-BEEF (2333)
- Fax: (403) 275-1668
- Website: www.cattle.ca/ccia

29



30

Speakers' Notes for CCIA Slide Presentation
August, 1999

Slide 1

There are new pressures to re-establish a national cattle identification and traceback program. Consumers are demanding greater and greater reassurances that the food they eat is safe. Around the world beef producing nations are responding. Canada currently exports over 50 percent of our beef and cattle production. Should a health or safety issue arise, over half our markets could disappear overnight.

The Canadian Cattle Identification Agency (CCIA) is an incorporated agency with the mandate to develop and implement a system of individual identification traceback for cattle in Canada. Target date for implementation is December 31, 2000. The Agency is led by a Board of Directors made up of representatives from all sectors of the industry – cow/calf, feedlot, auction market, packing plant, veterinary and dairy.

This presentation will explain why we need a national traceback system, how it will work and where we are today.

Slide 2

Cattle identification is really nothing new.

Beginning in the 1920's the federal government's Health of Animals program identified and tagged individual animals to eradicate Tuberculosis and from the 1940's to the 80s animals were tagged to eradicate Brucellosis. Up to 95% of our cow herd was individually identified under this program.

Canada was declared free of brucellosis in 1985 and the Health of Animals tagging program subsequently went into disuse.

In its absence producers utilized ID that met only their own on-farm needs. In 1995 it was estimated that less than 10 percent of the national beef cow herd was identified. Today's figures would be very similar.

Slide 3

Our industry adopted a vision statement several years back to be recognized as #1 for beef quality and safety by Canadian and international customers.

The two most important factors for ID program are disease control and eradication, and consumer perceptions of food safety.

Other countries either have in place or are implementing identification systems. With 54% of our production exported, we cannot afford to have customers question our product. We have to assure them we can quickly and capably handle any health related concern.

And that means being able to trace the problem to its source.

Slide 4

The Canadian beef and cattle industry has become more and more dependent on export markets.

If our borders were ever closed to beef and cattle exports due to a health scare.....

Slide 5

... it would mean an immediate loss of $2 billion in annual sales.

It is estimated that every dollar in beef and cattle sales generates 4 spin-off dollars in related industries, so a closure of our borders to beef and cattle exports could potentially cost the Canadian economy $8 billion.

Slide 6

And if you believe this is just a hypothetical situation - that's likely what UK producers once thought as well

This slide shows what happened to their exports following the BSE situation in 1996.
In addition their domestic consumption decreased by 40% immediately following the crisis.

Slide 7

And if you think a border-shutting crisis couldn't happen here think again.

In 1952 foot-and-mouth disease broke out in Saskatchewan and our borders were closed.

They remained closed for only a few months, because the majority of cattle had been identified and ear tagged under the Health of Animals program to eradicate tuberculosis. Because they were identified it was possible to trace and destroy all infected and suspect stock.

If this disease or one like it were to break out today, we would have more difficulty bringing the situation under control than we did in 1952.

Slide 8

Over 20 countries around the world either have identification programs already in place or are developing new ones.

A few examples -

- In the European Union - A passport for each head of livestock (cattle, sheep and goats) is issued within 14 days of notification of its birth. Animals may be moved only if accompanied by their passports.

- New Zealand is in the process of upgrading its existing system. Beginning in July of this year (1999), all newborn calves require identification. Beginning July 2001, all cattle will require identification.

- In Australia - A National Livestock Identification System is expected to be in place by next year. Tags will be machine readable and applied at herd of origin.

- In Argentina - A National Task Force on Identification has been established to determine the most appropriate system for Argentina.

- In Mexico – a voluntary national system of identification is in the development stage. The ultimate goal is a product identification system that will use a barcode to identify the animal from which a product was derived.

- U.S. – The NCBA has endorsed a National Cattle Identification (NCID) system and it is presently under development. The system will track carcass quality and will be available for traceback for health and safety. Data will be provided to the U.S. government under specific circumstances, such as a disease outbreak.

Slide 9

Increased international trade and emerging new diseases have brought renewed focus on livestock identification.

Since the early 1990's the Health of Animals Act has given the governor in council the authority for:
"Establishing and governing a national identification system for animals that provides for standards and means of identification".

Cattle producers, being the indiyidualists that they are, decided that rather than wait for government to impose an identification system that may not be of their choosing...

Slide 10

... they would develop their own identification program, with input from all sectors of the industry, that meets the industry's needs of being simple, efficient and cost effective.

The infrastructure for National ID is already in place. The plan is to have an individual system of animal identification in place by December 31/2000.

Slide 11

This is a national system that is being developed in partnership with the dairy industry's National Livestock ID program and with Quebec beef producers.

Slide 12

How will it work?
Basically, the CCIA will establish a data base of unique, individual ID numbers that will include an international country code that indicates the animal is from Canada.

The CCIA will provide these numbers to tag manufacturers, which will make the ear tags bearing the individual ID numbers.

The manufacturers will fill orders from tags received directly from producers, or from distributors, which will then sell the tags to producers. Whichever party provides the tag to the producer will record the name and address of the producer, and which numbers he or she received, and will send that information to the CCIA data base.

Cattle producers will tag each animal prior to it leaving the herd of origin. Tags are being kept as low cost as possible. CCIA is hopeful the cost will be less than one dollar per tag.

At the packing plant, tag numbers will be read and recorded at the point of meat inspection. In the vast majority of cases no health or safety issue will

be identified, the CCIA will be notified that the animal has been slaughtered and the number and corresponding information will eventually be removed from the database.

If a serious health or safety issue is identified, the information will be provided to the Canadian Food Inspection Agency, which will then have two points from which to begin tracing the suspect animal – its final location, the packing plant – and its first location, the herd of origin.

Slide 13

The system is designed to be simple yet reliable. It is being designed in consultation with all sectors of the cattle industry. The Agency is an incorporated, non-profit organization and is accountable to a Board of Directors representing industry stakeholders - the Canadian Cattlemen's Association, Livestock Marketing Association, Canadian Meat Council, Canadian Veterinary Medical Association, Dairy Industry, and the Quebec Industry.

Slide 14

As well as being affordable, simple and reliable, the system is also confidential in that information obtained will only be used in the event of a health or safety issue and only accessed through the industry organization (CCIA).

It's easy to imagine other benefits that could be derived from a system that tracks an animal virtually from calf to carcass --- such as a means of getting information on a particular breeding program or feeding regime --- those are add-on features that could be offered on a user-pay basis by private industry.

The CCIA is interested only in traceback in the event of a health or safety issue. It is the CCIA's intention to keep its system simple and not overly complex or expensive.

Slide 15

CCIA is currently determining what types of tags will be accepted in the program. There may be several tag types from which producers can choose.

However, all the tags will have to meet some basic criteria:

- they must stay with the animal for its lifetime 95% of the time.
- they must carry the Canadian program's unique logo.
- they must have both a visual number and some form of automated read system for the many tags that will ultimately end up being processed in large packing plants. This may simply be a bar code printed on the tag, or it may entail something like RFID technology.
- they must be tamperproof, meaning they can't be cut out and used again.

As I said previously, CCIA is hopeful these tags will be available to producers at less than one dollar per tag.

Slide 16

Tag manufacturers were invited to participate in trials to determine what types of tags will work in this program. 22 different tag types were submitted, and 18 are still in the running.

Slide 17

70 herds across Canada participated in the initial tag trials, which involved cattle on pasture. Approximately 30,000 tags were tested. These tags were applied in varying environmental conditions.

Of the 22 types of tags tested, 18 met the minimum criteria of a 95% retention rate and proceeded to the next phase of the trials. Wherever feasible, these tags are being followed to the point of slaughter in an effort to obtain more conclusive retention results.

Slide 18

The second phase of the trial is now underway.

Cattle are being tagged at feedlots and followed through the packing plant to the stage of meat inspection.

One of the greatest challenges facing the traceback system is the transfer of live animal identification to the carcass in a fast-moving packing plant situation.

Slide 19

In this phase of the trial tags have been applied at various feedlots and are being tracked to the point of carcass inspection in a number of major packing plants across the country. These are large scale trials, with one plant alone evaluating 20,000 tags.

Tags of various sizes, types and colours are being evaluated, as well as different means of automated reading. Readability of the various types of technology is ranging from 50 to 100%, depending on trial conditions, tag condition, tag technology and scanner, or reader, technology. Final results will be available late this year.

Slide 20

Readability of the various types of technology is ranging from 50 to 100%, depending on trial conditions, tag condition, tag technology and scanner, or reader, technology. Final results will be available late this year.

Slide 21

A company has been contracted to develop the CCIA data system. QC Data is experienced in developing data management systems for industries such as petroleum and health. Development is ahead of schedule and the system will soon be ready for its first trial run.

Tag suppliers will be connected to the CCIA data base via a highly secure web-based system through a personal computer. The same type of security system that banks use to protect their internet transactions will be used.

When a producer purchases ID tags from a supplier, the name and address of the purchaser and sequence of unique ID tag numbers will be sent by the tag supplier to the data base. The data base will be maintained by CCIA. The only outside organization that may be granted access to the records will be CFIA, and then only if a health or safety issue arises.

Producers will NOT be required to maintain records any additional records.

Slide 22

Where will tags be available?

Many groups and organizations have expressed interest in becoming tag distributors. These for the most part are organizations with which cattle producers have day-to-day contact.

Producers will have the option or ordering tags directly from a tag manufacturer, or purchasing them from one of these distributors.

Distributors will have to meet certain criteria. The requirements are currently being established.

A brochure will be made available that will identify local distributors.

Slide 23

Development of the program is moving ahead. There are still some crucial decisions to be made, and expert committees are currently working on finding solutions.

As was mentioned earlier, this is an industry initiative and all sectors of the industry have had input and are represented on the CCIA Board of Directors.

One expert committee is made up of representatives of the auction market, order buying and cattle dealers sector.

This committee is currently resolving issues surrounding minimizing stress and handling, enforcement, and the protocol for dealing with cattle that arrive at their destination with lost or missing tags. They're also working on the issue of handling animals that are destined for export.

Slide 24

A second expert committee is working on resolving the differing requirements for feeder, breeding and slaughter cattle for import and export.

They are also resolving the protocol for import cattle from the United States, particularly feeder cattle, and how to best ensure that the ID of slaughter cattle exported to the U.S. is read and recorded.

Slide 25

What about funding?

The first year development and start-up costs for the CCIA were provided by Beef Industry Development Funds (the funds that the industry received for opting out of National Tripartite Stabilization), and other contributions from private industry, federal and provincial governments.

When the system comes into operation it will be funded through sales of tags, certification fees for service centres and distributors.

Slide 26

As a cattle producer, what steps will you need to take to comply with the new identification system when it is put into place?

1. Select a tagging option that best meets your management and marketing needs - For example, if you are already tagging for your own management records, you might want to choose a CCIA tag style that allows you to write your own management number on it. Or you might choose to adopt the CCIA number for use in your own record keeping system.

2. Maintain a supply of tags and affix the visual national ID tag prior to animals leaving the farm. If you have a more intensive operation, you might

choose to tag your calves when they're born. Or you might choose to tag at branding. Or when your cattle are ready to be shipped. When you do it is up to you, so long as they are identified prior to leaving your herd.

3. Position yourself to market a quality, competitive product for years to come.

Slide 27

Many programs and agencies are operating in Canada today with the goal of improving beef quality and sales domestically and internationally.

HACCP programs and the CFIA help assure food safety.

Quality Starts Here, along with genetics management and other industry alliances help assure a quality product.

The Computer Vision System is working to improve accuracy and consistency of grading.

The Canada Beef Export Federation and Beef Information Centre strive to improve beef sales internationally and domestically.

The CCIA program is the link that will join all these programs together, resulting in increased consumer confidence and improved sales of beef.

Slide 28

The Agency has been established and trials of the technology are under way. We are also presently working with the U.S. industry to ensure our Identification System efforts in both our countries are compatible.

The big job will be to communicate with all sectors of our industry who stand to gain if consumer confidence in our product is maintained, or lose if consumer confidence fails.

We ask for your assistance in discussing what you've learned today with your business associates, friends and neighbors. We're confident you'll agree a National Identification System is a necessity for maintaining a healthy and stable Canadian cattle industry.

Slide 29

We must never forget what the product is that we're producing.

We're all consumers, and as consumers we all want to have the utmost confidence in the food we eat.